

## Message Text

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42

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R 030800Z APR 76

FM AMCONSUL JOHANNESBURG

TO USDOC WASHDC

INFO AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMEMBASSY PRETORIA

SECSTATE WASHDC 4582

USIA WASHDC

UNCLAS JOHANNESBURG 0461

CAPE TOWN ALSO FOR EMBASSY

FOR BIC/OIM/SAD:REPETERSON

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJECT: COMMERCIAL PROGRAM: US HEALTH CARE CATALOG SHOW:

FINAL SHOW REPORT - JOHANNESBURG

1. US INDUSTRY REPRESENTATIVE A.L. CASSAK PROVED INVALUABLE HERE IN ASSISTING CONGEN THIS PROGRAM SINCE HE PROVED TO BE TIRELESS IN RESPONDING TO REQUESTS FOR NTERVIEWS; INTERPRETING US INDUSTRY CATALOGS AND TECHNOLOGY AND OUTLINING TRENDS AND DEVELOPMENTS AND SOURCES OF INFORMATION ON US INDUSTRY FOR REGISTERED BUSINESS AND TRADE VISITORS.

2. CATALOG SHOW DATA: NO. OF US FIRMS (PARTICIPANTS) COMPLETING SDB-432S 181; NO OF REGISTERED BUSINESS/TRADE VISITORS 125; NO OF US PARTICIPANTS IN WHICH SALES/AGENCY (LEADS) INTEREST EXPRESSED BY BUSINESS/TRADE VISITORS 279

3. BEST SELLERS IN TERMS OF PRODUCTS, EQUIPMENT AND EXPRESSIONS OF INTEREST:

A) ELECTRONIC MONITORING EQUIPMENT (INTENSIVE CARE EQUIPMENT)

B) DEFIBRILLATORS (DIATHERMY EQUIPMENT)

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C) PHARMACEUTICALS

- D) INSTRUMENTS (AND FIBER OPTICS AND LIGHT REFRACTIG TUBES)
- E) ADVANCED PATIENT AID PRODUCTS SUCH AS WHEEL CHAIRS;  
SPECIALISED LIFTS.
- F) DISPOSABLES

4. LEAST SELLERS IN TERMS OF EXPRESSIONS OF INTEREST:

- A) BANDAGES
- B) DRESSINGS
- EC) NON-ADVANCED PATIENT AIDS (SUCH AS WALKERS, COMODES, CANES,  
CRUTCHES.

5. SIGNIFICANT GAPS IN CATALOGS IN WHICH ITERST WAS EXPRESSED

- A) RUBBER GOODS SUCH AS LATEX TUBING; SURGEONS GLOVES; SURGICAL  
APRONS
- B) DISPOSABLES SUCH AS STERILE PACKS; (INTERVIEWS REVEALED THIS  
VERY GOOD POTENTIAL FIELD HERE); PAPER PRODUCTS; UNIFORMS;  
THERMOMETERS
- C) BLOOD PRESSURE APARATUS
- D) HOSPITAL BEDS (THERE WERE MEDICAL/HOSPITAL FURNITURE SICK ROOM  
FURNITURE SUPPLIERS IN SHOW BUT NO HOSPITAL BED SUPPLIERS)
- E) SIGNIFICANT SHORTAGE (ONLY TWO IN SHOW) OF ADVANCED INSTRUMENTS  
FOR USE IN LABS; INTENSIVE CARE UNITS; PATIENT MONITORIING;  
TESTING AND ANALYSIS
- F) HEALTH CARE FOODS AND RELATED PRODUCTS. (INTERVIEWS WITH  
INDUSTRY/TRADE VISITORS SUGGESTS THAT "HEALTH CARE" TITLE OF SHOW  
MAY HAVE INDUCED VISITORS TO EXPVT PRODUCTS IN THIS RANGE FOR  
WHICH THERE IS SIGNIFICANT MARKET INTEREST HERE; THUS, FUTURE SUCH  
SHOWS MAY BE BETTER TITLED: "US MEDICAL-SURGICAL EQUIPMENT SHOW".

- G) ORTHOPEDIC EQUIPMENT

6. SIGNIFICANT SUCCESS STORIES:

- A) AS RESULT OF SUPPORT COMMERCIAL OFFICE DURBNN FOLLOWING  
TWO US MANUFACTURERS OF WHEEL CHAIRS AND ACCESSORIES WHO ENTERED  
SHOW TO SEEK AGENTS/REPRESENTATIVES HAVE RECEIVED STRONG  
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EXPRESSIONS OF INTERST FROM NATAL-BASED MANUFACTURER-DISTRIBUTOR  
OF PATIENT AID EQUIPMENT. EVERST & JENNINGS, INC OF LOS ANGELES AND  
THERADYNE CORPORATION OF JORDON, MINNESOTA. BRIAN DEANE,  
MANAGING DIRECOTR OF HILL AND DEANE OF PINETOWN, NATAL INFORMS US  
THAT THERE VERY GOOD MARKET FOR SUCH EQUIPMENT WITH ANNUAL SALES  
OF UPWARDS OF US DOLLARS QUARTER MILLION. CLEARED FOR  
PUBLICATION.

B) SOUTH AFRICAN INSTITUTE FOR MEDICAL RESEARCH, COUNTRY'S LARGESST LAB-TESTING ORGANIZATION (45 BRANCHES), PRESENTLY STANDARDIZING METHODS/OPERATIONS REPRESENTED BY EQUIPMENT MANAGER AND CHIEF TECHNOLOGIST FOUND SHOW MOST INFORMATIVE AND HELPFUL (PARTICULARLY CATALOGS ON LABORATORY AND TESTING EQUIPMENT SINCE THESE WILL BE USED IN INSTITUTES LARGE RE-ORGANIZATIONS AND PROCUREMENT PROGRAM (FURTHER DETAILS WILL BE REPORTED OUR FINAL SHOW AIRGRAM). CLEARED FOR PUBLICATION.

C) BELL-RINGERS IN TERMS OF AGENCY AND/OR SALES LEADS FROM REGISTERED BUSINESS VISITORRS WHICH WILL BE REPORTED IN FURTHER DETAIL OUR FINAL SHOW AIRGRAM INCLUDE FOLLOWING PARTICIPATING FIRMS:

BIOMARINE INDUSTRIES INC.  
MALVERN, PA(5)  
BUSSE HOSPITAL DISPOSABLES  
GREAT NECK, N.Y. (4)

DEVOL INC  
PROVIDENCE, R.I. (7)

DENOYER-GEPPART CO  
CHICAGO (9)  
SHILEY LABS (4)  
SANTA ANA, CAL.  
WIEN LABS (4)  
SUCCASUNNA, N.J.

CLINICAL ASSAYS INC. (4)  
CAMBRIDGE, MASS  
CONSOLIDATED MIDLAND CORP.  
BREWSTER, N.Y. (4)  
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FRIGITONICS OF CONNECTICUT  
SHELTON, CONN (4)

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7. ON ATTENDANCE AT SHOW, TO QUOTE INDUSTRY EXPERT CASSAK  
QUOTE I SAW QUALITY AND FEEL SURE THA A BROAD CROSS SECTION OF DOCTORS, DENTISTS, HOSPITAL ADMINISTRATORS, AGENTS, TRADE REPRESENTATIVES AND MANUFACURERS VISITED SHOW AND WILL SPREAD THE WORD ON THE PRODUCTS AND EQUIPMENT OF PARTICIPANTS END QUOTE.

8. CONGEN MUST EXPRESS APPRECIATION TO BPAO AND USIS STAFF FOR STRONG SUPPORT THIS EVENT. USIS INFORMATIO CENTER WAS VENUE AND USE OF ITS MURAL SYSTEM (WHICH WAS SLIGHTLY MODIFIED) PROVED

TO BE A SUBSTANTIAL PLUS FOR EFFECTIVE LAYOUT OF SHOW. USIS ALSO ASSISTED IN PRE-SHOW PRESS CONFERENCE WHICH SHOULD ASSIST US PARTICIPANTS THROUGH CONTINUED POST-SHOW COVERAGE IN TRADE/INDUSTRY PRESS.

9. MARKET DEVELOPMENT PROGRAM. POST'S COMMERCIAL NEWSLETTER FOR FEBRUARY (RELEASED IN JANUARY) TO SOME 1,800 ADDRESSEES INCLUDING TRADE, INDUSTRY, CHAMBERS OF COMMERCE AND BANKS GAVE FIVE PAGES OF COVERAGE ON EVENT. SOME FIVE HUNDRED TRADE LETTERS WERE SENT FROM JOHANNESBURG, DURBAN AND CAPE TOW WITH SHOW CATALOG PRIOR TO EVENT AND SHOULD CONTINUE TO GENERATE INTEREST AS ADDITIONAL TRADE CONTACTS CALL AT COMMERCIAL OFFICES FOR FURTHER INFORMATION DURING MONTHS AHEAD.

10. COMMENT: THIS CATALOG SHOW WAS A SUCCESS IN THIS MARKET AREA. WHILE A SOPHISTICATED ONE, CATALOGS ARE NEVERTHELESS AN EXCELLENT MARKET PENETRATION TOOL AND CAN FURTHER ASSIST IN INTRODUCING NEW PRODUCT LINES BY ESTABLISHED FIRMS. WE BELIEVE IT NECESSARY IN FUTURE SUCH EVENTS TO: 1) PROVIDE EARLIER IDENTIFICATION OF INDUSTRY EXPERT TO ASSIST IN OUR MARKET DEVELOPMENT PROGRAMS; 2) PROVIDE COPY (AND GLOSSIES IF POSSIBLE) OF SIGNIFICANT PRODUCT LINES WHICH CAN BE USED FOR PRE-EVENT MARKET DEVELOPMENT WORK; 3) WHILE CATALOG SHOWS CAN BE EFFECTIVE IN THIS ADVANCED AND SOPHISTICATED MARKET, THERE ARE LIMITS, THUS, MUNDANE AND NON-ADVANCED PRODUCTS SHOULD NOT BE INCLUDED IN FUTURE EVENTS, AS FOR EXAMPLE THOSE UNCLASSIFIED

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IDENTIFIED IN OUR PARAGRAPH FOUR ABOVE. BE EFFECTIVE IN THIS ADVANCED AND SOPHISTICATED MARKET, THERE ARE LIMITS, THUS, MUNDANE AND NON-ADVANCED PRODUCTS SHOULD NOT BE INCLUDED IN FUTURE EVENTS, AS FOR EXAMPLE THOSE IDENTIFIED IN OUR PARAGRAPH FOUR ABOVE. SUCH ITEMS DETRACT FROM SHOW AND DO NOT ENHANCE THE US INDUSTRY REPUTATION FOR "ADVANCED AND SOPHISTICATED EQUIPMENT". FINALLY, PARTICIPANTS SHOULD BE ADVISED TO SEND THEIR BEST CATALOG PRESENTATIONS. A NUMBER OF PARTICIPANTS ACTUALLY DAMAGED THEIR PRODUCT REPUTATIONS AND COMPANY IMAGE THROUGH VERY POOR PRESENTATIONS. KIRBY

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